## **ORDER**

Orders Order / Rev: 101884 Alt Order #; 06815345 Product Desc: **OCEGUERA 4 CONGRESS** Estimate: 1184 KSNV Flight Dates: 09/25/12 - 10/01/12 Primary AE: Amy McCreary Original Date / Rev: 05/21/12 / 09/24/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: GMMB, Inc./ Washington D.C. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Washington Harbor Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Revised Advertiser Name: Oceguera for Congress A35+ New Business Thru: Demographic: PLC02 Product Codes: Order Separation: 00:05:00 Priority: SELECT PRIORITY CODE Advertiser External ID: Revenue Codes: POLITICAL/AGY, PCAN, GEN Agency External ID:

Rill	Plan

Start Date End Date		# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	28	\$20,870.00	\$17,739.50
10/01/12	10/01/12	7	\$8,625.00	\$7,331.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	28	\$20,870.00	\$17,739.50	0.00
October 2012	7	\$8,625.00	\$7,331.25	0.00
Totalo	35	\$20,405,00	¢25 070 75	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$29,495.00
Market	100%	\$147 475 00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$38,343.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$30,969.75
KTUD	1%	\$1,474.75
KVVU	22%	\$32,444.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$14,747.50

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tim	e Days	Len Spe	ots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	KSNV	09/25/12	10/01/12	M-F 5-6a WakeUp w	//Wa@M	5-6a	MTWTF	:30	2	\$325.001	0.00 NM	2	\$650.00
		M-F 5-6a WakeUp w/Wagners											-	
	WAKE UP WITH THE WAGNERS													
		<u>Sta</u>	rt Date I	nd Date	<u>Weekdays</u> <u>S</u>	pots/Week	<u>Rate</u> <u>F</u>	Rating						

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**KSNV** 

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101884

Advertiser:

Oceguera for Congress

Alt Order #:

06815345

Product Desc:

**OCEGUERA 4 CONGRESS** 

Flight Dates:

09/25/12 - 10/01/12

Estimate:

1184

Ln Ch Start End Inventory Code Break Start	/End Time Days Len Spots Rate Pri Rtg Type Spots Amoun
E 1 KSNV 09/25/12 10/01/12 M-F 5-6a WakeUp w/WagM 5-6a	MTWTF :30 2 \$325.001 0.00 NM 2 \$650.0
M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	
	Rate Rating 15,00 0,00
Spot Ch Date Range Description Start/End 7 2 KSNV 09/25/12-10/01/12 M-F 5-6a WakeUp w/Wagner5-6a	<u> Weekdays Length Rate Rtg Type</u>
See MG 1.3	мтwтhF :3 <i>0 (\$325.00)</i> 0.00 <i>NM</i>
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE 3 KSNV 09/25/12-09/28/12 M-F 5-6a WakeUp w/Wagner5-6a	-TWThF :30 \$325.00 0.00 NM
MG for 1.2 09/27	, , , , , , , , , , , , , , , , , , ,
[Revised Rate to Reinstate] E 2 KSNV 09/25/12 10/01/12 M-F 6-7a WakeUp w/WaQM 6-7a	MTWTF :30 3 \$650.001 0.00 NM 3 \$1,950.0
M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	
Start Date End Date Weekdays Spots/Week	Rate Rating
Week: 09/25/12 10/01/12 MTWTF 3 \$65 E 3 KSNV 09/25/12 10/01/12 Today Show CM 658a	0.00
Today Show TODAY SHOW	22 3 \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$
	Rate Rating
Week: 09/25/12 10/01/12 MTWTF~- 3 \$85 E 4 KSNV 09/29/12 09/29/12 SIGN ON-SIGN OFF CM 5a-45	0.00
ROS (5:00	9aS- :30 1 \$225,003 0,00 NM 1 \$225.0 AM-6:00 AM)
SATURDAY TODAY  Start Date	Rate Rating
Week: 09/24/12 09/30/12S- 1 \$22	5.00 0.00
E 7 KSNV 09/25/12 10/01/12 M-F Today Show II 3rd HBM 9-10a M-F Today Show II	MTWTF :30 1 \$350.001 0.00 NM 1 \$350.0
TODAY SHOW II  Start Date End Date Weekdays Spots/Week	Rate Rating
Week: 09/25/12 10/01/12 MTWTF 1 \$35	0.00 0.00
Spot Ch Date Range Description Start/End T 2 KSNV 09/25/12-10/01/12 M-F Today Show II 3rd Hr 9-10a	<u>Time                                    </u>
See MG 7.3 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE	
3 KSNV 09/25/12-09/28/12 M-F Today Show II 3rd Hr 9-10a	-TWThF :30 \$350.00 0.00 NM
MG for 7.2 09/26     [Revised Rate to Reinstate]	
	-11am MTWTF :30 2 \$325.001 0.00 NM 2 \$650:0
Today 4th Hour	
	Rate Rating 15.00 0.00
Spot Ch Date Range Description Start/End T  1 KSNV 09/25/12-10/01/12 M-F Today Show III 4th Hr 10am-11ar	<u>'ime Weekdays Length Rate Rtg Type</u>
See MG 8.3,8.4	n MTWThF :3 <i>0 (\$325.00)</i> 0.00 <i>NM</i>
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE  2 KSNV 09/25/12-10/01/12 M-F Today Show III 4th Hr 10am-11ar	n MTWThF ;3 <i>0 (\$325.00</i> ) 0.00 <i>NM</i>
See MG 8.3,8.4	,55 (\$525.55) 5.55 /***
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE 3 KSNV 09/25/12-09/28/12 M-F Today Show III 4th Hr 10am-11ar	n -TwThF :30 \$325.00 0.00 NM
MG for 8.2,8.1     [Revised Rate to Reinstate]	·
4 KSNV 09/25/12-09/28/12 M-F Today Show III 4th Hr 10am-11ar	n -TWThF :30 \$325.00 0.00 NM
MG for 8.2,8.1 [Revised Rate to Reinstate]	
E 10 KSNV 09/30/12 09/30/12 News 3 Today Wknd CM 9a-93	0amS :30 1 \$175.003 0.00 NM 1 \$175.0
News 3 Today NEWS 3 TODAY/WKEND	
Start Date End Date Weekdays Spots/Week I	Rate Rating

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**KSNV** 

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OCEGUERA 4 CONGRESS

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Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E10 KSNV	09/30/12	2 09/30/12	News 3 Today W News 3 Today	knd CM	9a-930am	нание.		1	\$175.003	0.00 NM		\$175.00
<u>Sta</u>	rt Date	/WKEND End Date	<u>Weekdays</u> S	Spots/Week		Rating						
Week: 09/ E11 KSNV		09/30/12		CM	\$175.00 3-4p	0.00	.20	2	¢450 004	0.00 NIM	٠	#4 2ED 00
DR. PH		2 10/01/12	Dr Phil	. CIVI	3-4p	MTWTF-	:30	3	\$450.001	0.00 NM	3	\$1,350.00
	rt Date	End Date 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 3		Rating 0.00						
E 12 KSNV	09/25/1	2 10/01/12	NEWS 3 at 4 (1   4PM NEWS (1 ho		4-5pm (4:00 PM-4:	MTWTF- 30 PM)	:30	2	\$600.001	0.00 NM	2	\$1,200.00
<u>Sta</u>	rt Date	AT FOUR End Date	Weekdays	Spots/Week		Rating						
Week: 09/		10/01/12	MTWTF NEWS 3 at 4 (1	2	\$600.00 4-5pm	0.00 MTWTF-	120		#700 004	0.00 NIM		#4 400 00
	09/23/1. 4 AT 430		4PM NEWS (1 h	•	(4:30 PM-5:		:30	2	\$700.001	0.00 NM	2	\$1,400.00
		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					i	
Week: 09/		10/01/12	MTWTF	2	*	0.00					1	
E 14 KSNV EARLY		2 10/01/12	M-F Early News M-F Early News	СМ	5-630p	MTWTF-	:30	4	\$1,000.001	0.00 NM	4	\$4,000.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		10/01/12	MTWTF		\$1,000.00	0.00						
		2 10/01/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF-	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
JEOPA					<b>5</b> .	Ha. 11						
Week: 09/ Spot Ch	Date Ra		Weekdays MTWTF escription I-F Jeopardy	<u>Star</u>	<u>Rate</u> \$1,000.00 <u>t/End Time</u> -7pm	<u>Rating</u> 0.00	Weekdays		ngth <u>Rate</u> :30(\$1,000,00)	Rtg Type 0.00 NM		·
Sei	e MG 15.	2	•		•				,			
-			E] NOT AVAILABL		7		wurk e		-00 04 000 00	0.00 NB		
⊕ MG	for 15.1		l-F Jeopardy	630-	-7pm		-TWThF	-	:30 \$1,000.00	U.UU NIVI		
E 19 KSNV	09/25/12		Tues PR 10-11p Tuesday Prime 1	CM 0-11pm	10-11pm	-Т	:30	1	\$3,200.001	0.00 NM	1	\$3,200.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week÷09/ Spot Ch	Date Ra		escription		–\$მ <del>,</del> 200-00− t/End Time	Oá() () season	Weekdavs	Lei	ngth Rate	Rtg Type		
1 KSNV		2-09/30/12 T	ues PR 10-11p		1pm		-T	-	:30(\$3,200.00)			
-			E] NOT AVAILABL									
⊕ MG	6 for 19.1		ues PR 10-11p	10-1	1pm		~T~~~~	-	:30 \$3,200.00	0.00 NM		
			Fri PR 9-10p Friday Prime 9-10	CM	9-10pm	F-	:30	1	\$2,600.001	0.00 NM	1	\$2,600.00
GRIMM			Tiday Fillio 5-11	-hiii								
Week: 09/		End Date 09/30/12	Weekdays		\$2,600.00	<u>Rating</u> 0.00						
1 KSNV		2-09/30/12 F	escription ri PR 9-10p	<u>Star</u> 9-10	<u>t/End Time</u> )pm	-	<u>Weekdays</u> F	<u>Le</u>	ngth <u>Rate</u> :30 <del>(\$2,600.00)</del>	Rtg Type 0.00 NM		
[,N			E] NOT AVAILABI ri PR 9-10p	E RATE 9-10	)pm		F	_	:30 \$2,600.00	0.00 NM		
_	for 20.1 vised Ra	09/28 te to Reinsta	ate]									

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KSNV

Totals

\$29,495.00

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Spo			Rtg Type	Spots	Amount
E 21 KSNV	09/25/1	2 10/01/12	M-F News 3 at Éle		11pm-1135pi	m MTWTF	:30	2 \$1	,100.001	0.00 NM	2	\$2,200.00
MEWA	3 NIGHT	SIDE	M-F News 3 at El	even								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		10/01/12	MTWTF		\$1,100.00	0.00						
E 22 KSNV	09/25/1	2 10/01/12	The Tonight Show	r CM	1135p-1237a	MTWTF	:30	1 \$	425.001	0.00 NM	1	\$425.00
			Tonight Show									
		WW/JAY LE				<b>-</b>						
	rt Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u> \$425.00	Rating				1		
Week: 09/ Spot Ch	/25/12 Date Ra	10/01/12	escription	1 Start	\$425.00 <u>/End Time</u>	0.00	Veekdays	Length	n Rate	Rtg Type		
		<del></del>	he Tonight Show	·	p-1237a		TWThF		(\$425.00)			
	e MG 22.								,,,			
[.N	OT AVAI	LABLE RAT	E] NOT AVAILABL	E RATE								
2 KSNV	09/25/12	2-09/28/12 T	he Tonight Show	1135	p-1237a	-	TWThF	:30	\$425,00	0.00 NM		
_	3 for 22.1											
		ate to Reinsta		-								
N 23 KSNV	09/25/1	2 09/28/12		CM	7-730pm	-TWTF	:30	1 \$1	,000.001	0.00 NM	1	\$1,000.00
			M-F Wheel of For									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	-TWTF	1	\$1,000.00	0.00						A.W.C. C. C.
N 24 KSNV	09/29/1	2 09/29/12	Wknd Wheel of Fo		7-730pm	S-	:30	1 5	\$500.001	0.00 <b>NM</b>	1	\$500.00
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/30/12	S-	1	\$500.00	0.00						
N 25 KSNV	10/01/1	2 10/01/12	Mon PR 8-10p	СМ	8-10pm	M	:30	1 \$4	,000.001	0.00 NM	1	\$4,000.00
			Monday Prime 8-	•								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					•	
Week: 10		10/07/12	M		\$4,000.00	0.00		<del> </del>				*
N26 KSNV	09/25/1	2 09/28/12	Last Call w/Carso	•	136-205am	-TWTF	:30	1	\$40.003	0.00 NM	1	\$40.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/30/12	~TWTF~~	1	\$40.00	0.00						
N 27 KSNV			Open House NYC	: CM	130-330am	S-	:30	1	\$30.003	0.00 NM	1	\$30.00
			Open House NYO			3	<b>-</b>		,			,
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	/24/12	09/30/12	S-	1	\$30.00	0.00						